

Mrs. Dean Comes From New York to Demonstrate Nemo and Smart Set Corsets Kops Bros. Favor Their Oldest and Most Reliable Nemo Agents With This Important Event

PORTLAND, OCTOBER 16, 1910.

Mr. Adolphe Wolfe and Mr. Horace Ramsdell of our firm together with Mr. Doyle, the architect for our new building, are now in the East inspecting all the new, large department stores that have been erected within the past year. They are taking note of the many new inventions—improvements in store system—and other innovations that tend to the comfort and safety of customers and the betterment of store keeping.

In the meantime we are doing everything in our power to make shopping as comfortable and as pleasant as it can be in the crowded and cramped condition that we necessarily find ourselves now.

Smart New Service Coats at \$20.00

Not to be found elsewhere

—This handsome coat is developed in gray tweeds and mixtures. It is lined to the waist in satin. The new style revers may be worn open or closed. They are surmounted by collars of self colored matched cloth. The pockets are most cleverly designed.

—Usefulness and style are most happily united in the "Service" coat. It is semi-fitting in the new lines which are extremely graceful. A wonderfully attractive coat most temptingly priced at \$20



HALF PRICE

New Dress Trimmings

—Embroidered appliques, bands, medallions, edge bandings, all in lovely color combinations of gold and rose, blues, browns and black, lavender, Copenhagen; plain satin bands in beaded and jeweled effects. The values run from 75c to \$5.00 a yard. —All our chiffon and nets embroidered patterns, plain tucked and imitation tucks, in widths from 18 to 45 inches. All shades. These pieces are from \$2.00 to \$7.00 a yard.



An Expert Nemo Corsetiere

IS HERE TO DEMONSTRATE ALL THE

Latest Nemo Corset Inventions

—Our Nemo Corset demonstration is more interesting and instructive than ever this season. Wonderful new effects are produced by "Lastikops Webbing," the latest Nemo invention. Never before have corsets been so comfortable—so hygienically perfect, so safe—as the new Nemos.

The New Semi-Elastic Fabric "LASTIKOPS WEBBING"

Produces Entirely New Effects in the Latest Nemo Models for All Figures—Slender to Stout

—We want you to see all the new Nemo models; but especially we want to show you the very latest Nemo invention.

Nemo Lastikops Corset No. 330, \$3.50 For Slender and Medium Figures

—The two broad bands of SEMI-ELASTIC Lastikops Webbing (see cut) banish all dangers of tight-lacing, prevent that perilous "bearing-down" feeling, and bring ease and comfort with sylph-like grace. The Webbing is guaranteed to wear for months without losing its elasticity. Of fine white coutil, in sizes 18 to 24—\$3.50.

—This corset, with its wonderful comfort, will be a genuine godsend to thousands of SLENDER women—you can see that at a glance.



NEMO SELF-REDUCING CORSETS

The World's Standard for Stout Women

—Model No. 522, with the famous Lastikops Bandlet, for tall stout figures, the greatest figure-reducer ever made—\$5.00; and the new No. 523, a similar model for short stout figures—\$5.00. No. 405 (tall stout), and No. 403 (short stout), both with Nemo Relief Bands—\$4.00. And the old favorites, Nos. 318 and 320, better than ever—\$3.50.

—The makers say that every Nemo Corset represents TWICE AS MUCH VALUE, in material and making, as other corsets sold at the same prices. All Nemos at \$3.50 or more have Lastikops Hose Supporters, which are guaranteed to OUTWEAR ANY CORSET.

DON'T MISS THIS IMPORTANT FASHION EVENT

Charming Suits Temptingly Priced \$28

Regular \$40.00 to \$45.00 Suits

—The style which is possible in plain tailored suits when cut on elegant lines is desirably shown in these correctly tailored suits. —Chiffon broadcloth suits, plainly tailored suits, while following the mode of the day are not too extreme to please the most conservative gentlewoman.

The 32 inch coat is plain tailored, the skirt has a simple 10 inch pleat

—This suit is mannish in style and semi-fitting. A stylish effect, charming in its simplicity is obtained by the graceful lines.



Extra Special Tailored Waists Regular \$1.45 98c

—Women's tailored waists of extra quality union linen, smart tailored styles with clusters of fine tucks between each panel. Laundered collars and cuffs. This waist has been featured in every fashion magazine and accepted as the correct waist by the best dressed women.

How Attractive These Fabrics Are

—For Monday we are offering the cream of fashionable dress fabrics in weaves that are in greatest demand. There is a wide choice of materials and colors, all substantially reduced.

\$1.50 Novelty Suitings \$1.29

—Fine imported German novelty Suitings 46 inches wide. Medium rough effects in rich quiet shades of browns, navys and greens.

\$2.00 Tailor Suitings \$1.59

—French and German novelty tailor Suitings, rough chevrons, two-tone diagonals, homespuns and hopsacking, 46 to 54 inches wide. In all the new Fall shades.

\$2.50 Imported Suitings \$1.89

—Imported novelty Suitings in the new two-tone hopsacking, 54 inches wide. In navy, brown, green, wine, mulberry, burgundy. The richest novelty shown this season in tailored suitings.

No Groceries
No Liquors

Lipman-Wolfe & Co

No Bakery
No Restaurant

C. B. Corsets

MERCHANDISE OF MERIT ONLY

W. B. Corsets

Are Slightly Soiled—Need Water Only

These Table Cloths



—Belast grass bleached table cloths Almost every one different. The show room samples of an Irish manufacturer who disposes of them to us at the end of his import season.

—These table cloths come in three sizes, 2 yards, 2 1/2 yards and 3 yards. The goods are POSITIVELY PERFECT.

—Monday we offer them special.

Regular \$4.00 Cloths, Sp'l \$2.85
Regular \$4.50 Cloths, Sp'l \$3.35
Regular \$5.00 Cloths, Sp'l \$3.50
Regular \$6.00 Cloths, Sp'l \$4.00
Regular \$6.50 Cloths, Sp'l \$4.75
Regular \$7.00 Cloths, Sp'l \$5.00
Regular \$7.50 Cloths, Sp'l \$5.25
Regular \$8.00 Cloths, Sp'l \$6.00

FRENCH LINGERIE

On Special Sale

\$1.35 and \$1.25 Hand-made Chemise . . . 98c

—French hand-made Chemise of fine French percale, has hand-embroidered scalloped edge and dainty embroidered front. Button hole strung with ribbons.

\$2.75 Handmade Night Gowns . . . \$2.29

—French hand-made Nightgowns, with hand-scalloped embroidered edge, dainty, embroidered front and sleeves with ribbons and button holes. In slip-over style and flowing sleeves.

\$3.50 Handmade Combination Suit \$2.98

—French hand-made combination Corset Cover and drawers of fine French percale; has hand-embroidered front and scalloped edge with buttonholes strung with ribbon. Full width drawers, scalloped edge.



Brave Winter's Chilling Blasts With Warm Underwear

—Our hosiery and knit underwear departments are now under the management of MR. GEORGE DILLON

—For 14 years domestic and foreign underwear and hosiery buyer for John Wanamaker & Co., New York and Philadelphia.

—Winter underwear in the warm desirable weights from the leading makers of the country, Forest Mills, Globe, American Knitting Mills, Norfolk and New Brunswick, Dr. Jaeger's and others.



White Vests or Drawers Each 55c

—Vests or drawers of white ribbed heavy cotton, fleeced lined, the drawers have French band finish.

Forest Mills Vests \$1.00

—Forest Mills brand, hand finished white merino vests or tights in light, medium or heavy weights.

Cotton Union Suits \$1.25

—White ribbed medium weight, cotton Union Suits, also cream colored cotton in heavy weight. All hand-finished and silk trimmed.

Forest Mills Union Suits \$2.25

—Forest Mills brand of medium heavy white merino suits three-quarter wool, high neck, long sleeves and ankle length.

Child's Vests or Pants 50c

—Of Swiss ribbed white or gray merino, heavy weight vests or pants, suitable for ages two to fifteen years.

Child's Union Suits \$1.00

—Union Suits of silver gray ribbed merino, heavy weight, made with long sleeves, ankle length, with drop seats.

Women's Stockings 19c

—Of cotton or lisle thread in various weights and qualities. In plain black, plain colors and fancy designs.

Women's Stockings 29c Pr

—Various qualities and weights in fast black cotton or lisle thread, many pretty effects in fancy colorings and embroidered patterns or lace effects.

—Room size rugs of superior quality. We only show the best standard makes. We display a large variety of beautiful rugs in Oriental and conventional designs in pretty soft colorings. Rugs for bedrooms, living rooms and dining rooms at a great saving.

\$20.00 Mottled Axminster Rugs 9x12 Sp'l \$14.85
\$30.00 Standard Axminster Rugs 9x12 Sp'l \$22.85
\$35.00 Body Brussels Rugs 9 by 12 Special \$26.45
\$40.00 Body Brussels Rugs 9 by 12 Special \$30.50
\$50.00 Wilton Rugs 9 by 12 Special price \$37.50
\$55.00 Wilton Rugs 9 by 12 Special price \$41.50
\$60.00 Wilton Rugs 9 by 12 Special price \$46.25
\$65.00 Wilton Rugs 9 by 12 Special price \$55.00

75c Printed Linoleums 49c

—Standard printed Linoleum in light or dark grounds in a great many different patterns.

RUG SALE MONDAY



Russian Hand Hammered Brass

\$5.00 Jardiniere \$2.98

—Russian hand hammered brass jardiniere with lion head ring handles. This jardiniere is of solid brass and measures 11 inches across the top

\$3.00 Baskets \$1.98

—Russian hand hammered brass flower basket with curved top and heavy brass handle. Measures 9 inches across the top and is 14 inches high.



Stunning New Trimmed Hats

\$4.95 Special

—We are giving you in this sale, the best \$4.95 trimmed hat offered this season. We want this sale to go down as the biggest value giving event of the year. To this end we offer an immense choice in both black and colored hats. Every size, every style, every color is included in this offering. You'll make no mistake if you investigate.



NEW VELVETEENS and Corduroy In Black and Many Colors